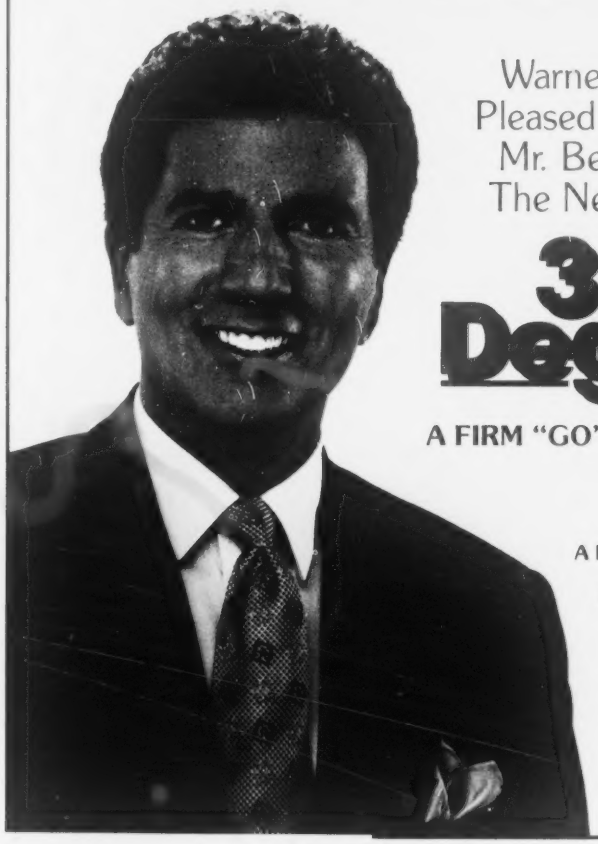
C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 24

A NEW "DEGREE" OF EXCELLENCE!



Warner Bros. Is Pleased To Present Mr. Bert Convy, The New Star Of

3rd Degree

A FIRM "GO" FOR THE FALL.

A Kline & Friends Production in association with Burt & Bert Productions and

WARNER BROS. DOMESTIC TELEVISION DISTRIBUTION

A Warner Communications Company

BETHESDA MD 20814

4520 EAST-WEST HWY
CUVGRESSNL INFO SRV **SAMPLE
SRI ACQ
20814SRI AT850I ZWZ
**********5-01JII 20814

58th Year 1989

Read All About It

Vol. 117 No. 4

Broadcasting Jul 24

Original thinking... NBC and ABC announce new summer strategies that include more original shows. **PAGE 27.**

Full power... Commercial television industry puts strength of prime time and Walter

Cronkite's name behind its 30-second spots to promote value of free TV. **PAGE 34.**

Many worlds of radio... BROADCASTING's special report on state of radio finds healthy national spot and network radio sales marketplace; networks aggressively selling themselves and medium to advertisers as they increase services to affiliates, and engineers' views on issues facing today's radio operator. Additionally, RAB's president of past four months, Warren Potash, details his efforts to expand radio's share of advertising, and radio producers and syndicators describe abundance of programing they are offering. Coverage begins on **PAGE 37.**

30/ ***ROUGH LANDING***
Having survived plane crash in Atlantic Ocean and abdominal gunshot wound, Washington communications attorney Thomas Root now faces variety of inquiries into his conduct as pilot and lawyer—particularly his involvement with Sonrise Management Services.

32/ ***PATRICK REPRISE***
As FCC Chairman Dennis Patrick moves toward close of

his administration, he talks about FCC's accomplishments, telco entry, HDTV and more.

34/ ***'DOWNEY' DEPARTS***
The Morton Downey Jr. Show, which has recently

endured fading advertiser support, low ratings, slow clearance activity and questions surrounding Downey's behavior on and off camera, is canceled.

70/ ***NEWS SALE***
LBS Communications acquires worldwide syndication

'Crimebeat'

rights to NBC News special *Adventures in Space* and WCBS-TV New York's *Crimebeat*.

75/ ***RECHARTERED***
FCC's "blue ribbon" high-definition TV committee is extended to 1991.

78/ ***NBC APPEAL***
NBC appeals $5 million-plus libel award to singer Wayne Newton.

79/ ***GAO CABLE SURVEY DUE***
General Accounting Office cable rate survey, to be released Aug. 3, will be subject of House hearing.

80/ ***QUARTER UP***
Time Inc. and Warner Communications report record results for their cable operations in second quarter.

86/ ***GETTING PERSONAL***
Some TV stations change look of newscast, make greater use of informality and behind-scenes views of newsgathering process.

111/ ***FOLLOWING HIS INSTINCTS***
Westwood One's Scott Shannon is described by colleague as "radio junkie" with "great instincts about music." They are traits to serve him well as he battles to take L.A.'s Pirate Radio to top of ratings.

DEPARTMENTS

Advertisers Index	109
Business	80
Changing Hands	82
Closed Circuit	4
Datebook	22
Editorials	114
Fates & Fortunes	107
Fifth Estater	111
For the Record	92
In Brief	112
Journalism	86
Law & Regulation	78
Masthead	24
Monday Memo	25
Open Mike	23
Programing	70
Riding Gain	78
Special Report	37
Stock Index	91
Technology	75
Where Things Stand	10

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions: U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* $115, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster: please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

Tim Wirth (D-Colo.). Wirth measure was endorsed by Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who says he hopes to move children's TV bill out of committee by Aug. 1.

Wirth's legislation would require broadcasters to provide programing "specifically designed" for children, as condition for license renewal. Measure is more restrictive than S. 707 and will also be focus of hearing.

Bill that would establish $10 million endowment for children's programing was adopted May 16 by Senate Commerce Committee and is expected to pass Senate sometime this year. It is brainchild of Chairman Ernest Hollings (D-S.C.) and Inouye.

Proponents of children's TV legislation suffered blow in last Congress when President Reagan pocket-vetoed bill on Nov. 5, 1988.

Television networks and National Association of Broadcasters let White House know they backed legislation last year, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children which FCC would have to take into account at renewal.

Alternative approach to regulating children's TV has been offered by Representatives Tom Tauke (R-Iowa) and Al Swift (D-Wash.), who introduced bill that would remove antitrust barriers, allowing broadcasters voluntarily to agree on commercial limits.

Crossownership

Telco-cable—FCC has tentative plans to hold en banc hearing on telco-cable issue. Agency initiated debate on whether telcos should be allowed to provide cable services in July 1988 when it tentatively voted 2-1 to recommend Congress lift telco-cable crossownership ban.

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition; companion measure was offered in House by Rick Boucher (D-Va.).

FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against tentative conclusion, continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas. (BROADCASTING, June 20, 1988)

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,953	263	5,216
Commercial FM	4,200	733	4,933
Educational FM	1,393	255	1,648
■ Total Radio	10,546	1,251	11,797
FM translators	1,728	341	2,069
Commercial VHF TV	547	23	570
Commercial UHF TV	524	215	739
Educational VHF TV	122	5	127
Educational UHF TV	218	27	245
■ Total TV	1,411	270	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†

Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Direct Broadcast Satellites

■ FCC commissioners at last minute dropped from July 13 open meeting agenda consideration of latest round of direct-to-home broadcast satellites (DBS) applications. Among related issues on which FCC was expected to rule was proposal to accommodate most applicants by limiting each to half-nation 16-channel services from two orbital slots. Due to spectrum shortage and concentration of requests in only four of eight positions in separate orbital arc, FCC has said such paired assignments may be necessary to achieve efficient use of spectrum. Comments on proposal last January were mixed, with most accepting channel limitation but some requesting FCC allow full-nation service from single position, at least initially, saying two-satellite cost could make startup too expensive. Petition to deny on antitrust grounds application of Tele-Communications Inc.-owned Tempo Enterprises is also pending.

Calling high-power DBS "dead horse" in U.S., former Hughes Communications president and White House telecommunications expert Clay (Tom) Whitehead said in June 1989 that his company, Orbital Broadcasting, withdrew its application to launch DBS because neither Hollywood nor broadcast networks appears willing to "bypass the increasing MSO bottleneck." Other applicants, including Dominion Satellite Video, disagree, saying narrowcast approach is viable.

Permittees and applicants to launch "true" high-power (200 watt) DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller,

running movies that even the networks wouldn't touch. In the San Francisco area, Clint Eastwood movie weeks at 8 p.m. are a common sight. Recently a major independent ran three movies on successive nights that were tasteless, to say the least, even with a parental guidance slide.

I realize Congress is trying to clean up television, but I suggest that the public do that without congressional help.—*Stanley Lichtenstein, broadcast faculty adviser, Chabot College, Hayward, Calif.*

On hand

EDITOR: In BROADCASTING's rundown of radio network news coverage of the *Webster vs. Reproductive Services* Supreme Court decision ("In Brief," July 10), you neglected to include United Stations Radio Networks. Washington Correspondent John Bisney did a bulletin live from our Supreme Court booth and live inserts in our newscasts every half hour that morning. Correspondent Ed Conners covered reaction outside the court, and analysis of the complex decision was provided by Washington Bureau Chief Rich Rieman. Extensive coverage was provided to the over 500 radio stations served by United Stations News. USRN also provides music programing to over 2,000 radio stations nationwide.—*Richard Rieman, Washington bureau manager, United Stations Radio Networks, Arington, Va.*

Believer

EDITOR: It was truly enjoyable to read the cable advertising commentary by Lou Schultz of Lintas: USA ("Monday Memo," June 26). Almost everything that Lou says about cable is what we have been saying about the benefits of independent television. There is no doubt that cable has served as an equalizer, moving viewers from traditional network fare to realizing that there are many alternatives.

It is my opinion that the agencies that will survive the 1990's are those that recognize the smorgasbord of opportunity that the electronic media have to offer and not line up like sheep to buy the programs that were deemed the best marketing vehicles in the 1970's.—*Joe Warnecke, local sales manager, WGNO-(TV) New Orleans.*

Help, not substitute

EDITOR: In the Nov. 28, 1988, issue BROADCASTING published a letter I'd written suggesting Class "A1" FM, a low-power adjunct for AM daytimers. A New Jersey consultant is now proposing a form of A1 service.

Although there are similarities between the two "A1" ideas, I feel it should be noted that FM (at any power level) must *not* serve as the answer to AM's difficulties.

An ideal "A1" facility, with 5 or 10 watts (75 watts tops), would be far less powerful than its AM "mother station." The tiny FM's purpose should only be that of "buffer," allowing an AM operator to catch his breath, and then take real steps towards technical improvement at his "big" station.

Because psychology plays a vital role in broadcast operation, the small "A1" may be the placebo to give standard broadcasters the healthy desire to institute technology crucial to AM's rebound.—*Peter Hunn, owner, WZZZ(AM) Fulton, N.Y.*

Eliminate the negative

EDITOR: Will the broadcast trade papers ever write anything positive about AM? I'm just like Edward D. Allen Jr. ("Open Mike," July 10)—just plain frustrated with what's written about AM.

I'm sure this story can be repeated over and over around the country, especially in markets over the top 60 or 70. KAZM, a stand-alone AM stereo station with 5 kw on 780 khz utilizing an MOR format with lots of news, especially local news, weather and sports has been tops in audience and bottom line for the past 12 years. KAZM competes with two AM's and six FM's claiming to serve this area by including Sedona within their taped promotions or ID's. KAZM is on top because we have "live" news reporters and "live" personalities backing up our programing. We can beat a music box anytime!

Sure, AM needs help. It's over 60 years old. Let's at least give it a strong shot of positive stories, while we spoon-feed it NRSC, PSSA, CD's, stereo and other technical improvements.

AM managers, write your successful or positive story to the trades. Let's correct our "image" now.—*Joe Tabback, president/owner, KAZM(AM) Sedona, Ariz.*

Unda USA *The national Catholic association of broadcasters and communicators*

The 1989 Gabriel Awards

Honoring radio and television programs that enrich their audiences through a values-centered vision of humanity.

Forty-nine categories for local and national programs, plus Stations-of-the-Year Awards and Personal Achievements Awards.

Deadline: August 4, 1989

For Information Call:
Rev. James Korda (216) 533-2243
To Enter...Send Tapes, Forms & Fees to:
Gabriel Awards, Unda-USA
4400 Shakertown Rd., Dayton, OH 45430-1075 (513) 429-2663

The Fifth Estate
Broadcasting incorporating **TELEVISION**

Founder and Editor
Sol Taishoff (1904-1982)
1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

□

Lawrence B. Taishoff, *publisher.*

Editorial

Donald V. West, *managing editor.*
Mark K. Miller, Harry Jessell, *assistant managing editors.*
Leonard Zeidenberg, *chief correspondent.*
Kira Greene, *senior news editor.*
Matt Stump, Kim McAvoy, John S. Eggerton, *associate editors.*
Susan Dillon, A. Adam Glenn *(international), assistant editors.*
Randall M. Sukow *(technology),* **Peter D. Lambert, Joe Flint, Kristina L Hoyt,** *staff writers.*
Anthony T. Sanders, *systems manager.*
Todd F. Bowie, Ed Kaltz, *production.*

Broadcasting □ Cable Yearbook

David Seyler, *manager.*
Joseph A. Esser, *associate editor.*
Deborah Segal, *assistant manager.*
Paul Muller, Francesca Tedesco, Tracy Gilliam-Turner, *editorial assistants.*

Advertising

Washington
Kenneth W. Taishoff, *vice president, sales and marketing.*
Robert (Skip) Tash, *Midwest and Southern regional sales manager.*
Doris Kelly, *sales service manager.*
Debra DeZarn, *classified advertising manager.*

New York
Joseph E. Ondrick, *East Coast regional sales manager.*
Randi B. Teitelbaum, *sales manager.*
David Berlyn, *senior sales manager.*
Yadira Crawford, *advertising assistant.*
Lewis Edge & Associates. *(East Coast equipment and engineering): 609-683-7900; fax: 609-497-0412.*

Hollywood
John R. Russel, *West Coast regional sales manager.*
Sandra Klausner, *editorial-advertising assistant.*
Schiff & Associates *(Western equipment and engineering): 213-393-9285; fax: 213-393-2381*

Circulation

Kwentin K. Keenan, *circulation manager.*
Patricia Waldron, *data entry manager.*
Keith Brody, *subscription service manager.*
Joseph Koithoff, Jenza L. Woods, *circulation assistants.*

Production

Harry Stevens, *production manager.*

Administration

David N. Whitcombe, *vice president/operations.*
Philippe E. Boucher, *controller.*
Tracy Henry, *assistant controller.*
Albert Anderson, *office manager.*
Nancy Miller, *personnel administrator.*
Marsha L. Bell, *receptionist.*

Corporate Relations

Patricia A. Vance, *director.*
Catherine F. Friday, *secretary to the publisher.*

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Foisie, *chief correspondent.*
Stephen McClellan, *chief correspondent (programing).*
George Mannes, Rod Granger, Lucia Cobo, *staff writers.*

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Steve Coe, *staff writer.*

Advertising Representatives

Pettis/3M: Chicago *312-679-1100; fax: 312-679-5926;* **New York** *212-953-2121; fax: 212-953-2128;* **Los Angeles** *213-462-2700; fax: 213-463-0544;* **Hawaii** *808-545-2700; fax: 808-599-5802;* **Toronto** *416-482-6288; fax: 416-482-9207;* **London** *(01) 427-9000; fax: (01) 427-5544.*

□

Japan *(06) 925-4452; Telex: 02423926.*

□

Broadcasting Publications Inc.
A Times Mirror Business Publication

Lawrence B. Taishoff, *president.*
Kenneth W. Taishoff, *vice president.*
Donald V. West, *vice president.*
David N. Whitcombe, *vice president.*

Founded 1931. *Broadcasting-Telecasting®* introduced in 1946. *Televiser®* acquired in 1961. *Cablecasting®* introduced in 1972. □ ℗ Reg. U.S. Patent Office. © Copyright 1989 by Broadcasting Publications Inc.

ducer; and independent producer Margaret Brower, associate producer. All appointments are effective immediately for the newsmagazine strip offering.

With the first taping of *Hard Copy* coming Sept. 18, Monsky said he has interviewed 250 people about other production and field reporting positions for the Los Angeles- and New York-based operations. The latest senior production appointments reflect past associations Monsky has made while working for network and independent news operations.

"John [Peditto] and I were competing reporters in New York when I worked at CBS News and he was at ABC News many years ago," Monsky said. "I was vice president of news at NBC and Karen [Copeland] was at KNBC as program director. Kim [Friedman] and I worked together at Metromedia [before Fox Broadcasting Co. bought WNEW and changed the call-letters]. I think if you look at the collective credentials, there is a solid skeletal strength in the patterning of the staff."

While Monsky is shaping the show to his specifications, he is playing his cards close to the vest on what the format and content of *Hard Copy* will be. "We would like to be what *Life* Magazine was to journalism in the 1930's and 40's," Monsky said. "To find out how much reality could be put in a reality-based show. To find a picture of the events that shape life in America.

"The show will be meant as reaction to the breaking events, the day before the show airs," he added. "It will be basically built around three six-minute pieces each show. If we have good enough breaking material, we could do a half hour on one subject. Two of the pieces may be preproduced far in advance of airing. Alan Frio [the program's host] will be involved in everything from staff production meetings to going out on field reports. We have remote units at this moment quietly operating in Europe and Latin America and gathering stories. All of our crews, except in L.A. and New York, will be freelance."

Once originally sold as *Tabloid*, Paramount changed the name to *Hard Copy* after recent media and advertising attention to other reality-based shows labeled as "tabloid TV." The studio has cleared the show in over 120 markets, representing 85% of the country. Monsky would not reveal the amount of Paramount's investment in the program, but said he has received a solid commitment for the show.

Paramount has a vested interest for sticking with the show, said Monsky, pointing to the studio's ownership stake of the cable rating service [illegible] Television Laboratories.

'His and Hers'

'Normal Life'

Loose Cannon

In the wings. CBS has announced three new [illegible] drama series that will go into production [illegible] (working title) starring Whoopi Goldberg and [illegible] Martin Mull; and *Normal Life*, featuring [illegible] gated as mid-season back-up shows. [illegible] one-hour action-drama series, *Loose Cannon*.

NBC takes week 43

Nielsen		Net	
1	18.2 32	N	All-Star Game
2	17.3 29	A	Roseanne
3	15.7 30	N	Cheers
4	15.5 31	N	A Different World
5	15.4 32	N	Cosby Show
6	14.8 26	A	Wonder Years
7	14.8 32	N	Golden Girls
8	14.7 31	N	Empty Nest
9	14.6 32	C	60 Minutes
10	14.2 28	C	Murder, She Wrote
11	14.0 26	N	NBC Sunday Movie
12	13.8 25	N	Baby Boom Special
13	13.6 26	A	Who's the Boss?
14	13.6 26	N	L.A. Law
15	13.1 26	N	All-Star pregame
16	12.7 21	A	Coach
17	12.6 27	N	Hunter
18	12.4 21	C	Newhart
19	12.3 23	N	Night Court
20	12.2 21	N	NBC Monday Movie
21	11.7 20	C	Designing Women
22	11.6 21	N	Hogan Family
23	11.5 21	F	Married With Children
24	11.4 22	C	Jake and the Fatman
25	11.3 22	N	Unsolved Mysteries
26	11.0 22	A	Growing Pains
27	11.0 21	A	Just the Ten of Us
28	11.0 19	C	Murphy Brown
29	10.7 21	F	America's Most Wanted
30	10.6 18	A	ABC Monday Movie
31	10.4 23	A	Full House
32	10.2 21	N	Mr. Belvedere
33	10.2 20	N	ALF
34	10.1 19	F	Totally Hidden Video
35	9.7 17	C	Doctor, Doctor

Nielsen		Net	
36	9.7 18	N	Knight & Daye
37	9.6 18	C	CBS Tuesday Movie
38	9.4 19	A	20/20
39	9.4 18	C	Kate & Allie
40	9.3 21	N	Wait & Till Dark
41	9.2 21	A	Perfect Strangers
42	9.0 18	N	NBC Movie of the Week
43	8.9 17	A	Chips, Reach
44	8.9 17	N	Matlock
45	8.8 18	A	Moonlighting
46	8.7 16	A	MacGyver
47	8.7 15	A	Hooperman
48	8.7 16	C	CBS News Special
49	8.4 15	C	Heartland
50	8.4 16	C	Alfred
51	8.1 16	C	CBS Friday Movie
52	7.9 19	N	My Two Dads
53	7.8 14	A	ABC Sunday Movie
54	7.8 14	C	CBS Sunday Movie
55	7.7 14	F	Fox Night at the Movies
56	7.5 13	N	Highway to Heaven
57	7.5 14	N	Matlock (part 2)
58	7.4 13	A	Hooperman
59	7.4 13	A	Robert Urich Special
60	6.8 14	C	West 57th
61	6.7 13	A	ABC Theatre, Kate Vaiden
62	6.7 16	A	Mission: Impossible
63	6.4 15	F	Cops
64	6.4 12	F	Saint, The
65	6.4 15	F	Trauma Center
66	6.4 15	C	Paradise
67	6.0 13	A	ABC Saturday Night Movie
68	6.0 14	C	CBS Summer Playhouse
69	6.0 13	C	Tyler, The
70	5.9 12	F	48 Hours

Syndication Scorecard

Riding Gain

Rounding out top 10

Listed below are spring 1989 Arbitron ratings for radio markets eight through 10 (for markets 1-7, see BROADCASTING, July 17). All results are based on the Arbitron spring 1989 radio local market report for the period beginning March 30 and ending June 21 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers. An asterisk indicates a tie.

Station	Format	Spring 88	Spring 89
Dallas-Fort Worth			
KVIL-AM-FM	AC	10	8.6
KPLX(FM)	Country	7.0	7.3
KSCS(FM)	Country	6.2	6.9
WBAP(AM)	Country	6.7	6.6
KKDA-FM	Urban contemp	8.0	5.9
KEGL(FM)	CHR	5.0	4.4
KHYI(FM)*	CHR	5.3	4.3
KJMZ(FM)*	Urban contemp	5.1	4.3
KRLD(AM)*	News, sports	4.9	4.3
KMEZ-FM	Easy listening	1.5	4.0
Washington			
WPGC-FM	CHR	5.6	6.4
WMZQ-AM-FM*	Country	7.3	6.0
WGAY(FM)*	Easy listening	6.6	6.0
WMAL(AM)	Variety	5.3	5.3
WKYS(FM)	Urban contemp	6.4	5.0
WAVA(FM)	CHR	4.8	4.7
WRQX(FM)	CHR	3.8	4.2
WTOP(AM)	News	3.8	4.1
WASH-FM	Adult contemp	3.0	4.0
WCXR(FM)*	Classic rock	3.9	3.8
WWDC-FM*	AOR	5.1	3.8
Houston-Galveston			
KMJQ(FM)	Urban contemp	8.8	9.1
KILT-FM	Country	6.7	8.2
KLOL(FM)	AOR	5.9	7.0
KKBQ-AM-FM	CHR	6.7	6.6
KIKK-FM	Country	8.1	6.5
KODA(FM)	Easy listening	5.2	5.9
KTRH(AM)	News	6.2	5.8
KRBE-FM	CHR	8.4	5.5
KLTR(FM)	Adult contemp	3.3	4.2
KQUE(FM)	MOR	3.4	3.8

Into radio

Raycom Sports and Entertainment, a Charlotte, N.C.-based producer of sports programing, is expanding into radio programing with the creation of the Raycom Radio division. President of the new division is Rick Shaw, formerly with the University of Kentucky Network. He will oversee Raycom's offices in Chicago and Champaign, both Illinois, and West Lafayette, Ind.

Comings and goings

With the aim of exporting its product overseas, the Satellite Music Network has signed International Communications Inc., a Tokyo-based communications firm, to market the company's formats in Japan. Currently, Satellite Music Network offers 10 formats, delivered via satellite to more than 1,000 affiliates in the U.S. and Canada.

Importing overseas programing, on the other hand, is what superstation WFMT(FM) Chicago will be doing when it broadcasts Wagner's four-part opera, *The Ring Cycle*, in performance at Bayreuth, Germany, conducted by Daniel Barenboim. The program is scheduled to air Sunday afternoons in September at 4 p.m. CT.

Only 10 of these & nine of these can save you a lot of these & thousands of these

The National Supervisory Network redefines the minimum wage—$1.09.

If you're paying more than $1.09 per hour, including wages, payroll taxes, and insurance for duty operators, you're paying more than you have to. And more than likely, getting less than you should be.

Introducing national off-premise control from the National Supervisory Network.

For $1.09 per hour—total—you can have a licensed engineer/operator on duty 24 hours a day via satellite, ensuring full FCC and EBS compliance, proper transmitter operations, accurate logs and the level of reliable quality that today's market demands. We even provide your engineer with equipment performance reports.

CFR Part 73 sets the standards. We help you maintain them and much, much more.

Call now to learn more about this revolutionary new service
1 (800) 345-VSAT

"Compliance, Economy, and Quality for Today's Broadcaster."

NATIONAL SUPERVISORY NETWORK
Avon, Colorado

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cov. 1, Pgs. 3, 10, 16, 37